Driving with Mary Jane. Impaired Driving: Where Do We Go From Here?

Lifesavers 2022
Chicago, IL

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AGENDA

NHTSA Drug-Impaired Campaigns

New Creative with Ad Council

Next Steps

Questions
NHTSA Drug-Impaired Campaigns
NHTSA High-Visibility Enforcement

• High-Visibility Enforcement (HVE)
  • *If You Feel Different, You Drive Different. Drive High, Get a DUI*
  • Included in the two HVE impaired driving campaign time periods – August, December
    • Message also included in 4th of July materials.
NHTSA Social Norming

• Social Norming
  • Goal is to change behavior based on positive messages
  • *If You Feel Different, You Drive Different*
• Holiday Campaigns:
  • 4/20
  • 4\textsuperscript{th} of July
  • Halloween
  • Thanksgiving
  • Pre-Holiday
• All-Year Round with Ad Council
Ad Council Drug-Impaired Campaign
New Creative

• Coordinate creation of materials with Ad Council
• Creative Concepts Testing
  • Online focus groups
  • 3 concepts tested amongst groups of men 21-34
  • Nationwide sample wit mix of race/ethnicity, driver’s license and smoked marijuana on occasion.
New Creative – Research Findings

• Topline Results from Research
  • Finger wagging messages are a “turn-off”
  • Message should be clear and concise
  • Peer-to-peer messaging works
  • Too much humor does not work.
New Creative TV Ad – *Not Camping Day*

YouTube Link - [Ad Council: Not Camping Day - YouTube](https://www.youtube.com/watch?v=example_video_id)
New Creative TV Ad – *I’m In An Ad*

**YouTube Link** - [I'm in an Ad | Drug-Impaired Driving - YouTube](https://www.youtube.com/watch?v=xyz123456789)
New Creative – Additional Assets

- Out-Of-Home (OOH) or Billboard Ads
- Print
- Digital
- Available on trafficsafetymarketing.gov for HVE and holiday periods.
- Available on psacentral.org for Ad Council assets for donated media.
Next Steps
NHTSA Drug-Impaired Campaigns Next Steps

• Exploratory Research
  • Learn behaviors and attitudes about drug-impaired driving and enforcement

• Produce new HVE TV ad (Winter 2022)
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